

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama

Sidang Akademik 1998/99

Ogos/September 1998

HET 321/HET 411 - Penulisan Untuk Tujuan Ikhtisas

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS FOUR QUESTIONS IN FOUR [4] PAGES.

ANSWER ANY THREE (3) QUESTIONS

All questions carry equal marks.

1. Write a professional business letter effectively responding to the customer complaint letter below:

Dear Sirs:

Just what kind of outfit are you people running? We place a simple order, delivery takes forever, and when it finally gets here, half the pieces are broken. To top it all off, in the same day's mail we get your bill. Some joke!

We feel we can do without this kind of rotten service. There's no time left for us to place an order with a decent company (although we'd like to), so get on the ball and send us a replacement order right away.

Yours truly,

Nathaniel Schroog
Flat 23, Seaview Villas,
Hollywood Vista, L.A. 92000
United States

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For the purposes of your reply, you are Mr James Rickshaw, the Company Supplies Director of National Ceramics Limited, at 2005 West Central Avenue in Long Beach, Los Angeles, U.S.A., postcode 91000. You should provide all relevant telecommunications information in your letter.

(N.B. In your reply, aim primarily to maintain “goodwill”, taking whatever action you feel is appropriate to conciliate the company’s customer.)

2. Prepare in as much detail a Covering Letter (to go with your CV/resume), applying for the managerial position in the advertisement below.

----- FISHER-ROSEMOUNT -----
MANAGING THE PROCESS BETTER

<p>We are the world’s leading producer of process control instrument and systems with over 200 locations in 75 countries. In line with our continued growth, we seek a dynamic</p>	<h2 style="text-align: center; margin: 0;">OPERATIONS MANAGER</h2> <hr style="border: 1px solid black; margin: 5px 0;"/> <p>The Job</p> <p>Reporting to the Managing Director, you will be responsible to plan, operate and control operations to meet budgeted output requirements and operating targets of cost reduction, quality and on-time delivery.</p> <p>You are also required to lead a team of supervisors, encourage personal development and team spirit among employees, maintain an effective safety, Health & Environment programme and oversee the general maintenance of the building and equipment.</p> <p>The Person</p> <p>Ideally, you should possess an Engineering or Business degree with 10-15 years practical manufacturing experience including knowledge of world class materials and management practices. You must be able to plan and organise your goals effectively as well as motivate your workforce towards desired results. Excellent communication and interpersonal skills coupled with an analytical mind are other qualities we look for.</p>
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individual for our new control valve manufacturing facility in Nilai, Negeri Sembilan.	<p>We offer a challenging career with long-term prospects and personal growth opportunities along with a competitive remuneration package.</p> <p>Interested candidates are invited to write/fax in with full personal particulars, details of qualifications and experience, current and expected salary and a recent photograph before 1 July 1998 to:-</p> <p>FISHER - ROSEMOUNT MANUFACTURING (M) SDN BHD. 7th Floor, Block B, Menara PKNS-PJ Jalan Yong Shook Lin, 46050 Petaling Jaya Selangor, Malaysia. Fax: 603-754 1664</p> <p>(Only shortlisted candidates will be notified)</p>
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(N.B. In answering this question, you **DO NOT** need to provide your CV/Resume; just write your covering letter).

3. Write a detailed and persuasive **DRAFT** business report, proposing the need for another International-Length Runway at the Bayan Lepas Airport. You should make your draft report as detailed as possible, reflecting the financial, social, tourist and ecological issues at stake here.
4. Revise and edit for effectiveness **BOTH** of the following business memorandums, in order to make them more concise and logically ordered:
 - a)

TO:	George Fairwell
FROM:	Tom Flores
SUBJECT:	New Sales Department Manager
DATE:	December 12, 1997

I recommend that we seriously consider Amie Wong for the sales department manager position. I have interviewed the four candidates we discussed, and Ms. Wong is clearly the outstanding candidate.

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As you can see from the enclosed materials, Ms. Wong's background is excellent: She has 10 years' experience in the sales department at Vital Services. This experience alone makes her ideal for the job here.

Ms. Wong has received very good recommendations from her colleagues at Vital Services, and her academic credentials include a Master's in Business.

I have arranged for Ms. Wong to visit our offices on Monday afternoon. Let me know by this Friday if you will be available to meet with her.

b) TO: All Managers DATE: August 3, 1997
FROM: Ben Swift SUBJECT: Lunch

Lunch is a very important time for most of us. We have been sitting at our desks for three hours, and we desperately need a sandwich or maybe even a hot meal to get us through the rest of the day. People tell me breakfast is the most important meal, but I am convinced it is, lunch.

We are not allowed to eat lunch at our desks, which could be a good policy since we are tired of sitting there anyway. Besides, who wants to work on a desk covered with crumbs? We are supposed to eat in the cafeteria or else head out to Sam's or one of the fast food places nearby. Most of us don't want fast food, and Sam's food isn't worth a special trip for, anyway. So we are stuck with the cafeteria.

That means over a hundred people are waiting in line at noon for their lunch. Nearly half our lunch time is spent standing in line. And if we are the front of the line, we have to eat quickly so the others can have our seats. A staggered lunch hour would take care of all these problems: have different groups eat between 11:30 a.m. and 1 p.m.

A few more tables in the cafeteria wouldn't hurt, either. Thanks for any attention you can give this problem.

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